

## **Appointment to the Tourism Ireland Board of Directors**

- Location:** There are eight Board meetings per year, which take place in Dublin, Belfast and other locations around the island of Ireland.
- No of Vacancies:** Minimum of one
- Remuneration:** €7,695/Stg£5,235 per annum as determined by the Warrant of Appointment, which will be payable quarterly, in arrears. Tourism Ireland will also reimburse Board members, in accordance with the Department of Finance circulars, in respect of reasonable and properly documented travel and subsistence expenses incurred in relation to Board and other meetings they are requested to attend. Expenses are paid monthly on receipt of a vouched claim.
- Time Requirements:** There are eight Board meetings and one Board strategy consultation day each year. There are also approximately five industry engagement events each year (these take place on the evening before a Board meeting).
- An average time commitment of 1 day per month is anticipated, after the induction phase. In addition, appropriate preparation time is required prior to each meeting. Papers are circulated electronically, one week in advance of meetings.
- Members may also be invited to become members of the following Board sub-committees:
- Risk management
  - Remuneration
- This may involve further meeting and preparation time – up to three additional hours per meeting.

### **1. Background**

Tourism Ireland is responsible for marketing the island of Ireland overseas as a holiday destination.

It was established as one of the “six areas of co-operation” under the framework of the Belfast Agreement of Good Friday 1998. Its remit is to increase tourism to the island of Ireland and to support Northern Ireland to realise its tourism potential.

Tourism Ireland operates under the auspices of the North/South Ministerial Council through the Department for the Economy in Northern Ireland and the Department of Transport, Tourism and Sport in Ireland. The organisation works closely with the two tourist boards on the island, Fáilte Ireland and Tourism NI, and with its partners in the tourism industry at

home and abroad in delivering on our remit. Tourism Ireland's, which has approximately 160 staff, create world-class marketing programmes in 23 markets across the world and centrally in Dublin and Coleraine.

Tourism is one of the most important sectors, delivering total revenue of around €8.5bn to the economies on the island. In 2016, the island of Ireland welcomed an estimated 10.5 million overseas visitors, who spent around €5.4/£4.6 billion. In addition, Irish air and sea carriers earned an estimated €1.5 billion in fares from overseas visitors during the same period.

All of this helped to sustain over 260,000 vital jobs in communities across the island in 2016, helping to make Tourism one of the island's largest indigenous industries. Tourism now accounts for over 10% of all Ireland's jobs.

For further information on Tourism Ireland visit [www.tourismireland.com](http://www.tourismireland.com)

The Board and Chairperson of Tourism Ireland are nominated by the Irish Minister for Transport, Tourism and Sport and the Northern Ireland Minister for the Economy who represent the defacto shareholders in Tourism Ireland. The nominees – six from Ireland and six from Northern Ireland – are appointed by the North South Ministerial Council (NSMC).

## **2. Functions of the Board**

Members of the Tourism Ireland Board have a corporate responsibility for ensuring that Tourism Ireland complies with relevant statutory or administrative requirements for the disbursement of public funds and the implementation of its plans and policies. They must also ensure that the Company fulfils the legal and policy responsibilities imposed upon it. Other important corporate responsibilities of Board members include:

- ensuring that the Board operates within the limits of its statutory authority and any delegated authority agreed with the NSMC, and in accordance with any other conditions relating to the use of public funds;
- ensuring that high standards of corporate governance are observed at all times;
- being responsible to the NSMC for the achievement of Tourism Ireland's objectives and targets;
- agreeing Tourism Ireland's three year Corporate Plan, and annual Business Plan, and the performance targets contained in them, for submission to the NSMC for its approval;
- overseeing the delivery of planned results by monitoring performance against agreed strategic objectives and targets;
- ensuring that, in reaching decisions, the Board has taken into account any guidance issued by the NSMC;
- ensuring that Tourism Ireland operates sound environmental policies.

- ensuring compliance with Equality Legislation: It is a responsibility of the Board to ensure that Tourism Ireland complies with equality legislation applicable in each jurisdiction.

### **Responsibilities of individual Board members:**

Individual Board members should be aware of their wider responsibilities as members of the Board. Board members must also:

- undertake on appointment to comply at all times with the Financial Memorandum that is adopted by the Company and with rules relating to the use of public funds;
- act in good faith and in the best interests of the Company;
- not misuse, or release to any third parties, any information gained in the course of their Board membership for personal gain or for political purposes, nor seek to use the opportunity of public service to promote their private interests or those of connected persons, firms, businesses or other organisations;
- ensure compliance with Tourism Ireland's rules on the acceptance of gifts and hospitality.
- members are free to engage in political activities provided that they are conscious of their general public responsibilities and exercise proper discretion, particularly in regard to the work of Tourism Ireland. On matters directly relevant to their Board membership, they should not make political speeches or engage in other political activities.

### **3. Person Specification**

Expressions of interest are now invited from applicants who consider they possess the skills and experience necessary to join the Board. Applicants must demonstrate experience in one or more of the following areas:

- Objective critical analysis of the tourism industry,
- independent travel journalism,
- travel critique,
- involvement in consumer groups, more particularly travel user groups ,
- academic work on the travel industry.

Additional advantages might include:

- International Marketing including digital marketing experience
- Financial management or accounting experience or qualification
- Strategic planning, business analysis and development experience

Previous board experience is not essential.

#### **4. Term of appointment**

Appointments to the Board will be for an initial period of 4 years. The NSMC/Ministers may opt to extend the engagement period beyond the initial term.

#### **5. Submitting your Expression of Interest**

Your submission should be made by email to [stateboards@publicjobs.ie](mailto:stateboards@publicjobs.ie) together with your curriculum vitae and a cover letter outlining, with reference to criteria at 3 above, the specific expertise you would bring to the Board of Directors of Tourism Ireland. After closing date all expressions of interest received will be forwarded to the Department of Transport, Tourism and Sport for assessment.

**Closing date for receipt of applications: 3pm on Thursday 27<sup>th</sup> July.**

#### **IMPORTANT NOTE**

Please take care when submitting your application. An assessment panel will generally make its recommendation (s) based on consideration of the documentation which you submit, it is most important that you do the following:

1. Ensure your cover letter (and supporting CV) clearly specifies how your particular background and experience meets the requirements of the Board position (s) specified in this booklet, and
2. That you fully answer any supplementary questions which are presented to you as part of our online application process.

This will ensure that the assessment panel is as informed as possible as to the basis for your candidature and why you believe you are a person who could potentially be appointed to this Board. Please give careful consideration to the possibility of any potential conflict of interest that may arise if appointed to this Board.

If you have any questions regarding the application process please email: [stateboards@publicjobs.ie](mailto:stateboards@publicjobs.ie).

#### **6. Assessment Process**

An Assessment Panel (The "Panel") will be convened by the Department of Transport, Tourism and Sport to consider and assess the expressions of interest received by PAS.

The panel will:

- review and discuss the expressions of interest received against the specific appointment criteria for the role, as advertised in this Information Booklet;
- assess potential applicants further once they meet the specified appointment criteria by undertaking any or all of the following steps:
  - Consideration of the written applications; and/or
  - Meeting/conference call; and/or
  - Referee Checks; and/or
  - Any other selection or verification method deemed appropriate (this may include the Public Appointments Service requiring statutory declarations from shortlisted applicants as to the bona fides of the qualifications and experience contained in their applications).
- Arrive at a shortlist of ranked preferred applicants to be sent forward for consideration by the Minister.

Please note that the Public Appointments Service, the Department of Transport, Tourism and Sport or Tourism Ireland will not be responsible for any expenses incurred by applicants as part of the selection process.

## **7. Confidential Information**

Subject to the provisions of the North South Ministerial Council's Freedom of Information Code of Practice applications will be treated in strict confidence. All enquires, applications and all aspects of the proceedings are treated as strictly confidential and are not disclosed to anyone, outside those directly involved in that aspect of the process.

Certain items of information, not specific to any individual, are extracted from computer records for general statistical purposes.

## **8. Data Protection Acts 1988 & 2003**

Should your name be forwarded to a Minister for consideration, please note that your cover letter and curriculum vitae will be forwarded to the State Board Liaison Officer in the relevant department and may be retained for up to one year.